



FOR IMMEDIATE RELEASE

**Macmillan Publishers Australia launches the first
Australian digital publishing programme with an Australian retailer**

Books by Macmillan Publishers Australia's best-selling authors such as Matthew Reilly, Di Morrissey and Andy Griffiths have been published in Australia in digital format and are being sold through a retailer for the first time with the launch of Macmillan's new digital publishing programme with Dymocks Digital. Macmillan has published 400 titles and made them available to browse, search and purchase through www.macmillandigital.com.au and www.dymocks.com.au.

The digital books are available in three ebook formats, Adobe eReader, Microsoft Reader and Mobipocket, and in an online version. Each format has its own ISBN for tracking purposes, in the same way as different print formats of the same book do. Access to the works is controlled through the use of DRM (digital rights management) to prevent wholesale printing and copying and protect the author's copyright. The works in the launch programme of 400 titles include the company's bestselling fiction, non-fiction, children's, education, academic and science books.

Macmillan will continue digitizing its backlist over the coming year and will publish most of its new titles in print and digital form within a short time of publication.

Macmillan Publishers Australia are the first Australian publisher to partner with retailer Dymocks and supply their ebooks for sale through digital kiosks in their 'bricks and mortar' flagship store and via www.dymocks.com.au.

Head of Macmillan Digital, Victoria Nash, says 'As a publisher of quality local Australian books we want to ensure Australian authors will benefit from the new opportunities of digital publishing which have been taken up widely overseas. In the main, we've found our authors to be incredibly enthusiastic as they understand we are doing all we can to grow their readership by taking their work into the digital space. We've been careful to protect the copyright of their work and we've ensured a high quality of print to digital text conversion.

The ability to browse, search and buy both print and digital books online appeals to a group of readers that we were previously unable to reach. We now hope to extend the scope of our publishing through a new channel, which will complement the success we already have through existing sales channels.

The longterm success of digital books remains to be seen but we are competing with other entertainment sources amongst the younger generation. By offering books in a digital form, in a way that is convenient to buy, we are ensuring continued readership and the future of the book.'

For interviews and further information please contact Annie Coulthard on 02 9285 9114 annie.coulthard@macmillan.com.au